

July 11, 2009

Mike Sinkula

WEB160: Writing for the web

Assignment 1: Pick a site

Client: Carol Tompkins

Website: <http://www.caroltompkinsdesign.com>

Redesign of my current portfolio website to showcase my web design, graphic design and illustration skills. The site will be used for job seeking purposes and ideally will launch in early fall. Most visitors to the site will be very computer savvy, and will expect to see a site that is well designed – both visually and technically.

The current site is not attractive and is badly coded. While there is some content representing my work as a graphic designer and illustrator, there is nothing showing my potential work as a web designer. Critical content is missing such as work history, education, programs and methods used, etc. Basically the current site is not highlighting my skills/talents and is probably hurting my chances for finding employment in this very competitive field.

Thank you,
Carol Tompkins

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